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NAI Statement on "The Fourth Amendment Is Not For Sale Act" Introduced Today By U.S. Senators Ron Wyden, D-Ore., and Rand Paul, R- Ky., and 18 Other Senators

WASHINGTON, DC (April 21, 2021) – The Network Advertising Initiative released the following statement by NAI President & CEO Leigh Freund regarding the introduction of "The Fourth Amendment Is Not For Sale Act" by U.S. Senators Ron Wyden, D-Ore., and Rand Paul, R-Ky., and 18 other senators.

"The NAI supports "[The Fourth Amendment Is Not For Sale Act](#)." The nonconsensual sale of consumer data for law enforcement and foreign intelligence purposes is unethical, it poses a serious privacy threat to consumers, and it ultimately threatens the viability of data-driven advertising. The NAI is particularly concerned about downstream uses of precise consumer location data that could result from these practices.

Last year, NAI published a set of [best practices](#) to limit how information collected for legitimate advertising purposes can be shared for additional uses, to prevent this type of activity. While we are optimistic that our best practices will be embraced by privacy minded companies, they don't carry the weight of law. The NAI urges Congress to enact a comprehensive federal consumer privacy law that prohibits certain unreasonable uses of data, such as collecting consumers' sensitive information for marketing and using it without notice and consent to surveil individuals.

In addition, companies that provide the infrastructure to transfer consumer data over the air or through cables and switches should not be allowed to harvest it and sell it to the government."

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About the NAI

The NAI is a non-profit organization and the leading self-regulatory association dedicated to responsible data collection and its use for third-party digital advertising. Since 2000, we have been working with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust in across the digital advertising ecosystem. Almost every Internet ad served in the United States involves the technology of one or more of the NAI's over 100 member companies. Together, these companies form the backbone of the thriving and diverse market of ad-supported free content and services. Additional information can be found at networkadvertising.org.